



WWPA Welcomes Hundreds To Annual Event

Photos By Wayne Miller

**Portland, OR**—The Portland Marriott Downtown Waterfront, located here, welcomed members and guests of the Western Wood Products



Steve Zika, Hampton Affiliates, Portland, OR; Wally Van Valkenburg, Stoel Rives LLP, Portland, OR; Eric Schooler, Collins, Wilsonville, OR; Tom Temple, Potlatch Corp., Spokane, WA; and Steve Swanson, Swanson Group Inc., Glendale, OR

Association (WWPA) in observance of that organization’s annual meeting.

Approximately 200 people attended a WWPA-hosted breakfast, at which Kevin Binam, WWPA president, delivered his 2015-17 Lumber Supply and Demand Forecast.

Some of Binam’s keynotes were as follows:

- While the overall health of the indus-



Rick Schaefer, Bridgewell Resources, Portland, OR; Rick Northrup, Idaho Forest Group LLC, Grangeville, ID; and Rock Belden, Sierra Pacific Industries, Redding, CA

Additional photos on pages 6, 8 & 10

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Overseas, Oak and Walnut Remain The Species in Vogue



Guests at the IMM Cologne furniture show admire a rustic American Oak dining table.

At the annual IMM furniture show in the German city of Cologne, sources reported a sense that the market for high-end furniture in Europe is improving, but that is on the back of more than five years of poor sales and falling consumption. Many exhibitors were anticipating a better show for sales than the previous year. One leading Italian brand confirmed

that Germany remains their most important market in EU, but that domestic sales in Italy were also picking up at last.



Italian producer RIVA 1920 displayed a kitchen in American Cherry at IMM, which they first produced 10 years ago.

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Canadian Hardwood Bureau 2015 Winter Meeting Attracts Strong Attendance

Photos By Alan Dean

**Montreal, Quebec**—More than 120 delegates attended the 2015 Winter Meeting of the Canadian Hardwood Bureau (CHB), held at the Hyatt Regency Montreal. Under the guidance of Chairman Brent Stief,



Jean-Paul Lupien, MKM QC Inc., Repentigny, QC; Lloyd Lovett, King City/Northway Forwarding Ltd., Alliston, ON; and Michel Berard, King City/Northway Forwarding Ltd., Montréal, QC

Additional photos on pages 10, 26 & 27

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# Who's Who in Import/Exports

**Troy Jamieson** is vice president of lumber sales for **Somerset Wood Products**, located in Burnside, KY.

Somerset Wood Products is an exporter of Appalachian Red and White Oak, Ash, Hickory, Hard and Soft Maple, Basswood, Cherry, Poplar, and Aromatic Cedar in 4/4 to 8/4 thicknesses. The company offers S2S and straight line ripping services.

Somerset Wood Products also manufactures prefinished and unfinished solid and engineered wood flooring, and wood fuel pellets.

Jamieson graduated from Iowa State University, Ames, IA, in 1992, with a degree in forestry/forest products.

Somerset Wood Products is a member of the Kentucky Forest Industries Association, National Hardwood Lumber Association, American Hardwood Export Council, Hardwood Manufacturers Association, Indiana Hardwood Lumbermen's Association and the Pellet Fuels Institute. Jamieson has a seat



TROY JAMIESON

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JIM SUMMERLIN

**Jim Summerlin**, as senior vice president, manages the Asian Division for **Robinson Lumber Co. Inc.**, from an office located near Santa Barbara, California.

Robinson Lumber has been an importer and exporter of domestic and imported hardwoods and softwoods for over 122 years. The company believes their customers are partners and works hard to match their supply requirements with the optimal vendor mix of quality and value.

Summerlin has been associated with Robinson Lumber for more than 21 years, importing Asian woods to North America and exporting Robinson's production to several Asian countries. The 5th generation of the Robinson family has recently assumed management of the company, initiating many progressive tools to increase sales, especially in Asia, and introducing new products such as Southern Yellow Pine and plantation Teak logs. Summerlin takes pride in being in-

Continued on page 19

**Thom Teach** is domestic and export hardwood lumber sales representative for **Missouri Walnut LLC**, located in Neosho, MO.

Missouri Walnut, founded in 2002 by Hong Hong Chen, is a family owned hardwood lumber supplier. The firm processes over 15 million board feet of Black Walnut exclusively in 4/4 through 12/4 thicknesses.

Teach is a graduate of the University of Dayton, Dayton, OH, and obtained a Bachelor of Science degree in Business Administration. He brings a wealth of experience with nine years in lumber sales at Hartzell Hardwoods Inc., located in Piqua, OH. Prior to his career in the forest products industry, Teach held the position of territory sales manager for Philip Morris, USA.



THOM TEACH

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LEI ZHAO

**Lei Zhao** is a sales representative for **Yoder Lumber Co. Inc.**, located in Millersburg, OH, and **Rolling Ridge Woods**, located in Parkersburg, WV.

Yoder Lumber Co. Inc./Rolling Ridge Woods offers Appalachian hardwood lumber and logs, manufacturing all Appalachian species of lumber (green and kiln-dried). Veneer logs, saw logs and KD lumber are offered to international markets. The company also provides laminated hardwood dimension and solid parts for the furniture and home building industries.

Additional products offered include Rift and Quartered

White Oak.

Zhao obtained a bachelor's degree from Nanjing Forestry University, Nanjing, China, in 2004. His first position in the forest products industry was as a purchasing manager for Hongya Wood in China from 2004 to 2008. Zhao has held his current position with Yoder Lumber Co. Inc./Rolling Ridge Woods for six years, handling sales in Asia.

Zhao has been married to Jojo for nine years and the couple has one daughter. For more information visit [www.yoderlumber.com](http://www.yoderlumber.com). ■

## AHEC Works with Young Designers to Showcase American Hardwoods at Important UK Design Festival

"**The Invisible Store of Happiness**" is a celebration of wood and craftsmanship. It brings together two of the UK's brightest talents – furniture designer/maker Sebastian Cox and artist Laura Ellen Bacon – who will fuse their ideas and skills to create an installation for the Clerkenwell Design Week (CDW) out of American Hardwood.

This three-meter high wooden sculpture – made out of American Maple and Cherry, consists of a steam bent frame that gives way to thinner, weave-able strips manipulated to twist and flow into a whirlpool of texture and shape – will be showcased in the dramatic archway in front of the historic Museum of the Order of St. John in London's Clerkenwell neighborhood May 19-21, 2015.

The project supports environmental considerations. The American Hardwood Export Council (AHEC) is sponsoring this project because, "The core of what we do is to celebrate the potential of our timbers. By supporting installations for events like CDW we can be experimental and do unusual things with our timbers through exploration of design and craftsmanship. Sebastian Cox, as one of the UK's foremost furniture makers, challenges the way wood works in a way nobody else does," said David Venables, Director of AHEC Europe. "Laura Ellen Bacon, with her artistic sensibility coupled with her wonderful sculptural work in willow wood, is the perfect complement to Sebastian's approach."

Continued on page 19



## Washington Scene

### APHIS Adds Connecticut And Massachusetts To EAB Quarantine

The United States Department of Agriculture's Animal and Plant Health Inspection Service (APHIS), Washington, DC, recently added the entire states of Connecticut and Massachusetts to the Emerald Ash Borer (EAB) quarantine list and expanded the quarantine area in the state of Wisconsin.

To prevent the spread of the EAB to other states, the Federal Orders outline specific conditions for the interstate movement of EAB-regulated articles from the quarantined areas. Specifically the interstate movement of EAB-host wood and wood products from the quarantined areas include firewood and all hardwood species, nursery stock, green lumber, waste, compost and chips of Ash species.

APHIS has established and regulated areas that are designated in the Code of Federal Regulations at [www.aphis.usda.gov/planthealth/eabquarantine](http://www.aphis.usda.gov/planthealth/eabquarantine).

### Wildfire And Forestry Bills Return to Congress

As the 114th Congress gets underway several significant forestry issues that weren't resolved in the last Congress are back on the table, and some key bills have already been re-introduced, according to sources.

Three bills were introduced in the last Congress to end the practice of "borrowing" for wildfire suppression activities, which often took away management accounts needed to fund forest management activities. Sources said in spite of the broad agreement that fire borrowing needs to end, nothing passed the Congress.

Senators Mike Crapo (R-ID) and Ron Wyden (D-OR) reintroduced the Wildfire Disaster Funding Act (WDFR). Cosponsors of the bill include Senators James Risch (R-ID), Maria Cantwell (D-WA), Ranking Member of the Senate Energy and Natural Resources Committee, Cory Gardner (R-CO), Michael Bennet (D-CO), Steve Daines (R-MT), and Tammy Baldwin (D-WI). Similar to legislation in the last Congress, the bill creates a contingency fund for the estimated 1 percent of fires that consume 30 percent of firefighting budgets, and therefore, should be treated as natural disasters.

Any fire suppression spending above 70 percent of the 10-year average for fire suppression would be funded under a separate disaster account and not from the Forest Service's budget. Congressmen Mike Simpson (R-ID) and Kurt Schrader (D-OR) have also introduced a companion bill to the Wyden/Crapo bill in the House.

Senators John McCain (R-AZ), Jeff Flake (R-AZ), and John Barrasso

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# Composite Emissions, Risk and Opportunity

Formaldehyde levels, laminate flooring, deconstructive testing, and CARB rules – topics once reserved for discussions at composite wood industry events, are now being discussed by investor, national and local media outlets. The March “60 Minutes” segment focused on allegations that testing of samples of laminate flooring purchased from Lumber Liquidators had formaldehyde emissions that exceeded California’s Air Resources Board (CARB) limits. The story and the resulting discussions have alarmed and confused customers, and attracted the interests of plaintiff lawyers. This situation, while challenging, also presents an opportunity to educate both your customers and suppliers.



IWPA supports the objectives of the formaldehyde air emission standards to protect the health of the public and we agree that the levels set in the CARB Airborne Toxic Control Measure (ATCM) standards are protective of public health. IWPA has worked

with CARB to educate overseas manufacturers, importers and domestic consuming industries about the rules.

IWPA members who manufacture, import and sell composite wood products have spent considerable resources, both time and money, ensuring compliance. The interest piqued by the “60 Minutes” piece is an opportunity for these companies to show their dedication to their customers.

Too often questions about compliance can put businesses on the de-

By Cindy Squires  
Executive Director  
International Wood Products Association  
[www.iwpawood.org](http://www.iwpawood.org)



fensive. This is especially true when the media plays “gotcha” in a cynical quest for exposure and controversial test methods, like deconstructive testing, are used.

Continued on page 19

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# “The Wood Specialists” At GOODFELLOW INC.

By Terry Miller

**Delson, QC**—Established by George C. Goodfellow in 1898, Goodfellow Inc. originally started in Montreal as a Hardwood lumber wholesaler supplying manufacturers in the automobile, airplane and the furniture indus-



Goodfellow Inc. is headquartered in Delson, QC, and operates 15 distribution centers across Canada and five value-added manufacturing facilities.

**“The Wood Specialists” is a characterization that’s not based solely on the products we offer. It’s based on our values and having our representatives very well trained and versed in the various products we carry.”**  
—Patrick Goodfellow, vice president, Goodfellow Inc.



This dry storage facility carries Goodfellow’s tropical and exotic Hardwood species. The company imports approximately 250 containers of tropicals/exotics annually. 70 percent is Sapele and African Mahogany.



Jean Knittel handles sales into the Middle East and Europe. Asian Sales Manager Zhili Cheng is pictured in front of 8/4 FAS and Better Cherry.

range of lumber and wood products that meet and surpass the new realities of environmental concerns and market needs. Goodfellow has 15

try. Through the years, Goodfellow expanded its horizons across Canada and around the world, constantly strengthening its customer base and diversifying its range of products. The company exports approximately 100-150 containers per month, 1200-1500 containers a year.

Fast forward to 2015 the company is re-manufacturing and distributing a wide



Patrick Goodfellow is fifth generation owner and serves as vice president of the company. Richard Goodfellow (Right) served as president and CEO for more than 25 years, and recently retired. Rose Ann Loranger, (Center) vice president, procures all the Eastern White Pine lumber for the company.



Goodfellow Inc. has a total of 6 million feet of kiln drying capacity between all drying locations.

distribution centers and five value-added manufacturing facilities.

In Hardwood lumber the company offers all exotic and domestic species in 4/4 to 16/4 thicknesses, heat-treated, dressed four sides, sorted to width and length, and ripped to width.

Other products include Fir, Cedar, Eastern White Pine, pressure treated wood, IPE decking, composite decking, flooring, panels, roofing and insulation.



8/4 White Oak is being graded at the Drummondville, QC, facility.



Jordan Dery, U.S. Hardwood sales, and John Pincince, U.S. industrial director, are standing in front of S2S No. 2 Common 4/4 Soft Maple, which displays the Goodfellow logo.

Additional photo on pages 21 & 22

Continued on page 20



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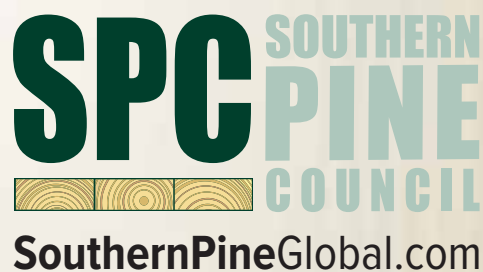
## Online Resources:

- Product Locator
- Directory of Exporters
- Importer Purchase Inquiry
- Publications in 12 Languages

## Meet our SP Export Team:

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- Treaters
- Laminators
- Sales Agents
- Distributors

Plus representatives stationed in key regions around the globe to serve you.



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WWPA Photos – Continued from page 1



Doug Fettig, AKT CPA & Business Advisory Services, Portland, OR; Dan Uskoski, Metrigard, Pullman, WA; John Branstetter, Vaagen Brothers Lumber Inc., Colville, WA; Kathi Orlowski, Blue Book Services, Carol Stream, IL; and Mike Gruenke, Burlington Northern Santa Fe, Spokane, WA



Chuck Roady, F.H. Stoltze Land & Lumber Co., Columbia Falls, MT; Tony Colter, Sun Mountain Lumber, Deer Lodge, MT; and Jamie Trenter, Lumbermen's Underwriting Alliance, Portland, OR



Keith and Jean Anyan, WWPA, Post Falls, ID; Ellen and Charlie Phillips, WWPA, Cottonwood, CA; and Tom and Dee Shaffer, Neiman Enterprises Inc., Spearfish, SD



Russ and Beth Tuvey, WWPA, Portland, OR; Karen and Jerry Lawson, WWPA, Columbia Falls, MT; and Rick Hicks, Stimson Lumber Co., Clatskanie, OR



David Gully, Taylor Machine Works Inc., Louisville, MS; Kathi Orlowski, Blue Book Services, Carol Stream, IL; and Donnie Woodruff and P.J. Smith, Taylor Machine Works Inc.



George Hutchison, Hutchison Inc., Denver, CO; Scott Elston, Forest City Trading Group Inc., Portland, OR; and Marc Saracco, North American Wholesale Lumber Association, Chicago, IL



Paul Grabarek, Buckeye Pacific LLC, Portland, OR; and Laurie Creech, Simpson Lumber Co. LLC, Shelton, WA



Anne Stites, AON, Portland, OR; Gary Pittman, Roseburg Forest Products Co., Roseburg, OR; and Dan Uskoski, Metrigard, Pullman, WA



Art Andrews, Malheur Lumber Co., John Day, OR; Bruce and Janet Daucsavage, Ochoco Lumber Co., Prineville, OR; and Tom Elliott, Signode Packaging Systems, Pendleton, OR



Dee and Tom Shaffer, Neiman Enterprises Inc., Spearfish, SD; Wes Bush, Devil's Tower Forest Products, Hulett, WY; and Sandy and Scott Hill, Ochoco Lumber Co., Prineville, OR



Anne Stites and Peter Johnson, AON, Portland, OR; and Kathi Orlowski, Blue Book Services, Carol Stream, IL



Adrian and Kevin Binam, WWPA, Portland, OR; Fritz and Linda Mason, Georgia-Pacific LLC, Atlanta, GA; and George Emmer-son, Sierra Pacific Industries, Redding, CA

Continued on page 8



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everywhere!

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Bingaman and Son Lumber’s advertising in **The Import/Export Wood Purchasing News** and the **Forest Products Export Directory** helps confirm to serious buyers, that we are serious producers/exporters.”

**David Whitten, Director of Exports**  
**Bingaman and Son Lumber, Inc.**  
**Kreamer, PA**



“I continue to advertise in **The Import/Export Wood Purchasing News** and The **Export Directory** because of the many inquiries I receive in emails and from visitors who tell me they’ve seen my ads. Advertising in **The Import/Export Wood Purchasing News** and the **Export Directory** has been and continues to be a good investment for Penn-Sylvan International.”

**Bill Reese**  
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“Hermitage Hardwood Lumber Sales, Inc. has advertised in the **Import/Export Wood Purchasing News** since 2002. I know the value of keeping a presence in a market that is constantly changing and that is why we advertise on a regular basis in the ‘Wood Purchasing News.’ Your publications are targeting the markets we are serving worldwide. Therefore, I feel it is a small investment to make to stay in front of those customers and potential customers who have helped make Hermitage

Hardwood Lumber Sales, Inc. a growing concern in the hardwood concentration yard business.”

**Parker Boles, Owner/President**  
**Hermitage Hardwood Lumber Sales, Inc.**  
**Cookeville, TN**



“Newman Lumber has been a charter advertiser with Miller Publishing since you published your first issue of **The Import/Export Wood Purchasing News** in 1974. At that time my father, Roy, who is still active in the business, signed an advertising contract with your father and to my knowledge that’s the only one we’ve signed since. Obviously, we believe in advertising in **The Import/Export Wood Purchasing News**, because we feel it keeps our name in front

of our customers and prospective customers. We’ve gotten calls and continue to receive calls from customers who tell us they have seen our Ads. So, we feel the advertising we do is a good investment for Newman Lumber.”

**Doug Newman**  
**Newman Lumber Co.**  
**Gulfport, MS**



“My partner, Doug Morris, and I decided to carry an Ad program in **National Hardwood Magazine**, **Import/Export Wood Purchasing News** and the **Forest Products Export Directory** in 2012. We are both very pleased with the number of inquiries we received from our Ad program, and we are continuing it. We like our company’s name, products and services to be in front of our customers, potential customers, and lumber suppliers on a regular basis, so they’ll think to contact us when they are

ready to do business, and, your publications are doing a good job of achieving that for us.

Our Full Page Ad in your **Forest Products Export Directory** fulfilled our goal of being contacted by many overseas buyers of different species of Appalachian Hardwood lumber. We’ve gotten numerous inquiries from foreign buyers that want to buy lumber from us that we’ve never heard of before through our Ad in your ‘**Export Directory**.’

I would recommend to any Hardwood lumber company that wants to expand their buyer contacts, through advertising, should contact you folks!”

**Stacey Treat**  
**Treat Hardwood Lumber Co.**  
**Lenoir, NC**



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*“It’s everywhere you need to be to get more business overseas.”*



WWPA Photos – Continued from page 6



Scott Elston, Forest City Trading Group Inc., Portland, OR; Bob Mai, Potlatch Corp., Spokane, WA; and Charles Odell and Sam Orcutt, Ward Insurance, Eugene, OR



Russ Vaagen, Vaagen Brothers Lumber Inc., Colville, WA; and Chuck Roady, F.H. Stoltze Land & Lumber Co., Columbia Falls, MT



Russ Hobbs, Plum Creek Manufacturing Inc., Columbia Falls, MT; and Kent Marks, BlueLinx Corp., Atlanta, GA



Hector Dimas, Boise Cascade Co., Boise, ID; Kevin Cheung, WWPA, Portland, OR; John Branstetter, Vaagen Brothers Lumber Inc., Colville, WA; and John Ferry, Contact Industries, Clackamas, OR



Robert Glowinski, American Wood Council, Washington, DC; and Di Nguyen, Softwood Export Council, Portland, OR



Mark Mitchell, Stimson Lumber Co., Portland, OR; Jim Vandegrift, Bennett Lumber Products Inc., Princeton, ID; and Marc Saracco, North American Wholesale Lumber Association, Chicago, IL



Frank Stewart, WWPA, Portland, OR; and Laurie Creech, Simpson Lumber Co. LLC, Shelton, WA



Duane Vaagen, Vaagen Brothers Lumber Inc., Colville, WA; and Mike Gruenke, Burlington Northern Santa Fe, Spokane, WA



Steve Brandt, Kop-Coat, Inc., Vancouver, WA; Russ Hobbs, Plum Creek Manufacturing Inc., Columbia Falls, MT; and Kevin Paldino, Collins, Wilsonville, OR



Toby Stanley, Stimson Lumber Co., Clatskanie, OR; Matt Frank, Darcie and Tom Laud, Stimson Lumber Co., Plummer, ID



Brad Hatley, C&D Lumber Co., Riddle, OR; Dave Andrea, Andersen Corp., Bayport, MN; and John Ferry, Contact Industries, Clackamas, OR



Phyllis Eveland, Rick Eveland and John Branstetter, Vaagen Bros. Lumber Inc., Colville, WA; and Rick Palmiter, Idaho Forest Group LLC, Coeur d'Alene, ID

Continued on page 10



**By Michelle Keller**

The company purchases 1.5 million board feet annually of hardwood species including African Mahogany, Sapele, Genuine Mahogany, Span-



Neiman Reed Lumber Co., based in Panorama, CA, with a 5-acre wholesale distribution yard, is a division of Lumber City Corp., Chatsworth, CA.

ish Cedar, Alder, Oak and Albus.  
In softwoods, Neiman Reed dis-

tributes about 85 million board feet annually including Ponderosa and



**Neiman Reed distributes Ponderosa and Sugar Pine, White Fir, Douglas Fir, Cedar, and other species.**

**A Transcut II station manufactured by Holtec, Plant City, FL, cuts units of lumber for crating material.**



Neiman Reed Lumber Company sales team (from Left to Right) Tim Cheney, Douglas Greene, Jay Orendorff, Dennis Bauder, Dennis Wachs, Scott MacKenie, Sales Manager, Ed Langley, Vice President, John Banks, and Greg Mitchell.

Sugar Pine, White Fir, Douglas Fir, Cedar, and other species. Softwood plywood makes up an additional 15 percent of sales.

*Additional photo on page 23*

Continued on page 22

# J.W. goodfellow

Forest Products Inc.  
Produits Forestiers Inc.





(From Left) Robert Goodfellow, John Goodfellow, Michael Bernatchez and Bruce Goodfellow

## Breeze Dry Kiln Sticks



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--	--

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• Robert Goodfellow, Vice-President.

Grooved Kiln (GK) Sticks

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Duane Vaagen, Vaagen Bros. Lumber Inc., Colville, WA; Sam Orcutt, Ward Insurance, Eugene, OR; Jamie Trenter, Lumbermen's Underwriting Alliance, Portland, OR; and Paul Quandt, Ward Insurance



Steve Wilson, Samuel Strapping Systems, Vancouver, WA; and Linda and Fritz Mason, Georgia-Pacific LLC, Atlanta, GA



Scott and Sandy Hill, Ochoco Lumber Co., Prineville, OR; and Wayne Miller, Import/Export Wood Purchasing News, Memphis, TN



Joshua Tyler, Dorris Lumber & Moulding Co., Sacramento, CA; and Tom Reynolds, Bridgewell Resources, Portland, OR



Jun Yan, Canada Chinese Wood Exporter Association, Vancouver, BC; and Keith and Jean Anyan, WWPA, Post Falls, ID



Jeff Poirier, Maine Woods Co. LLC, Portage Lake, ME; Philippe LeBlanc, Lumber Resource, Québec City, QC; and Wayne Law, Maine Woods Co. LLC

CHB Photos – Continued from page 1



Daniel Hébert, Les Sechoirs à Bois St-Roch Inc., Montréal, QC; Jean-François Audet, Primewood Lumber Inc., Drummondville, QC; Peter McCarty, PHL, Saint-Ephrem-de-Beauce, QC; and Eric Porter, Abenaki Timber Corp., Kingston, NH



John M. Goodfellow, J. W. Goodfellow Forest Products Inc., Hemmingford, QC; and Jacques Gagnon, HUB International Ltée, Montréal, QC



Bruce Dahn and Serge Lamarre, HHP Inc., Henniker, NH; and Yvon Milette, Vexco Inc., Plessisville, QC



Jeff Poirier, Maine Woods Co., Portage Lake, ME; Randy Bowers, Tioga Hardwoods Inc., Ava, NY; Jean-François Audet, Prime-wood Lumber Inc., Drummondville, QC; and Dana Spessert, National Hardwood Lumber Association, Memphis, TN



Dany Houde, PG Model, Saint-Édouard-de-Lotbinière, QC; Dany Normand, École Forestière Duchesnay, Ste.-Catherine-de-la-Jacques-Cartier, QC; Martine Savard and Jacques Gagnon, HUB International Ltée, Montréal, QC



Richard Larocque, Cut Rite Lumber Ltd., Montréal, QC; and Fabrice Dayan and Marco Laflamme, Boscus, Montréal, QC

Continued on page 26



# Organizers Report Success At Montreal Wood Convention

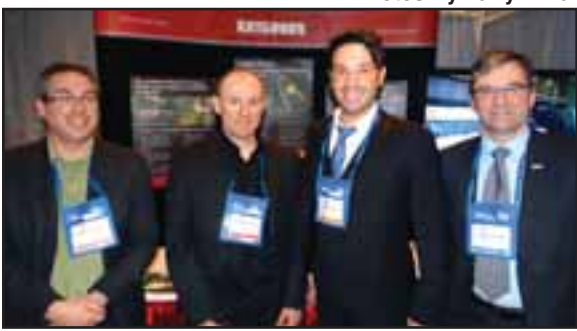
Photos By Terry Miller



Denis Fraser, Rose Ann Loranger and Harold Sheepwash, Goodfellow Inc., Delson, QC



Simon Larocque, National Hardwood Lumber Association Grader, Gatineau, QC; and Mario Lussier and Mathieu Lussier, Simon Lussier Ltd., Mirabel, QC



Patrick Gauthier, USNR, Quebec City, QC; Martin Vaillancourt, USNR, Plessisville, QC; Jonathan Lebeau and Raynald Aubin, Fonds de solidarité FTQ, Montreal, QC



Stephen Blackadder, Falcon Lumber Ltd., Toronto, ON; Jeff Hardy, Cersosimo Lumber Co., Brattleboro, VT; Rose Ann Loranger, Goodfellow Inc., Delson, QC; and Terry Drake, Lavern Heideman & Sons Lumber Co., Eganville, ON



Gilles Gauvin, Autolog, Blainville, QC; and Jerome Pelletier, Jim Irving, Alex Irving and Gaston Poitras, J.D. Irving Ltd., St. John, NB



Michael Shapiro, Weston Forest Products, Mississauga, ON; Mike Mordell, UFP Purchasing Inc., Union City, GA; and Rick Ekstein, Weston Forest Products

**Montreal, Quebec**—According to a statement from a Montreal Wood Convention (MWC) spokesperson, the third edition of this event, held recently at the Queen Elizabeth Hotel, was a success. A total of 650 participants from the wood products industry and over 80 exhibitors responded to the invitation to attend. The organizing associations



Anne-Marie Levesque, Comact, Boisbriand, QC; and Peter McCarty, Comact/PHL, Eau Claire, WI

Louis-Carl Leduc and Joanne Caux, M.E.S. Forest Products Inc., Saint-Bruno-de-Montarville, QC; and Gabriel Beaudoin, Durocher, Saint-Felix-de-Kingsley, QC



of the MWC included: the Quebec Wood Export Bureau (QWEB), the Quebec Forest Industry Council, the Ontario Forest Industries Association, the Ontario Wood Products Export Association and the Maritime Lumber Bureau. At the same time as the MWC, the third annual Canadian Wood Pellet Heating Conference was attended by an additional 85 participants for a grand total of 750 registrants.

Continued on page 28

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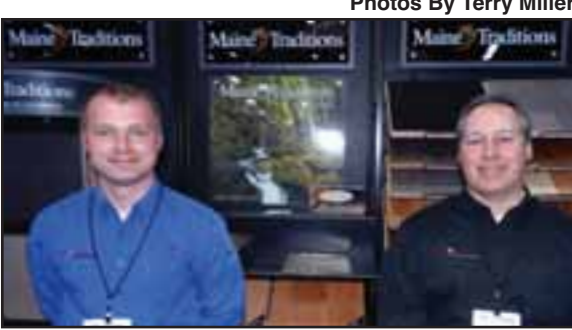
Photos By Terry Miller



Kristine Stine, Mike Rymsha, Scott Chapman and Jody Craig, Bridgewell Resources LLC, Tigard, OR



Ray Webb, Mark Machnicki and Koko Thaw, Aacer Flooring, Peshtigo, WI



Joseph Fecteau and Donald Lefebvre, Maine Traditions Hardwood Flooring, Solon, ME



Troy Jamieson, Vicky Sanders and Grant Hayes, Somerset Hardwood Flooring, Somerset, KY



John Nichols, Andrew Graf, Laura Mullins and Heath Chamberlin, Graf Bros. Flooring & Lumber, South Shore, KY



John Lynn, Ray Lynn Jr., and Ray Lynn, Lynn Wholesale Flooring, Beltsville, MD; Lisa Durbin, Joe Ratliff, Troy Harris, Lisa Garvey, Greg Arnold, Kevin Owen and Amanda Runkle, Shamrock Plank Flooring, Horn Lake, MS



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**Las Vegas, Nevada**—Attendance at The International Surface Event 2015 (Surfaces) recently set new records, although final figures were not available at presstime, as exhibitors and attendees filled the showroom floor at the Mandalay Bay Convention Center.

The annual show provides architects, builders, contractors, designers, fabricators, installers, quarries, restoration pros and retailers a comprehensive preview

Continued on page 28



Joe Verich and Max Wolosyn, WD Flooring, Laona, WI



Christopher Ferman, GoRageous, Phoenix, AZ; and Ken Thomas, Stoehr Flooring, Cincinnati, OH

Keith Ressler, Moosewood Millworks LLC, Ashland, ME



Additional photos on page 28



# Attendance Tops 70,000 At SHOT Show

By Terry Miller



Gary Bernstein, of Mid-State Lumber Corp., Branchburg, NJ, examines a Benelli over and under shotgun during the 2015 SHOT Show.



Terry Miller, Import/Export Wood Purchasing News, Memphis, TN, holds a FABARM USA shotgun at a SHOT Show display.



Gary Bernstein, of Mid-State Lumber Corp., Branchburg, NJ, visits the CZ-USA shotgun display.



Displayed are Walnut gunstock Mark V Series Weatherby rifles.



Displayed are Volquartsen Evolution rifles.



Perazzi over & under shotguns displayed are 12, 20, 28, and 410 gauge.

**Las Vegas, NV**—The Sands Expo Center was the site for the 37th annual 2015 Shooting, Hunting, and Outdoor Trade Show (SHOT Show), which was attended by more than 70,000 guests.

The SHOT Show is specifically held for the firearms, ammunition, hunting and shooting accessories industry. Also, the show offers a diverse Law Enforcement and Armed Forces section for agency and department purchasing agents.

The SHOT Show featured more than 1,600 exhibitors filling booth space covering 630,000 net square feet. Attendees visited from all 50 states and 100 countries.

Attendance to the SHOT show is restricted to the shooting, hunting, outdoor trade, commercial buyers and sellers of military, law enforce-

Continued on page 28



A Burris scopes representative welcomes a visitor to the company's booth at the SHOT Show.

Larry Mether, Midwest Walnut Co., Council Bluffs, IA; and Terry Miller, Import/Export Wood Purchasing News, Memphis, TN



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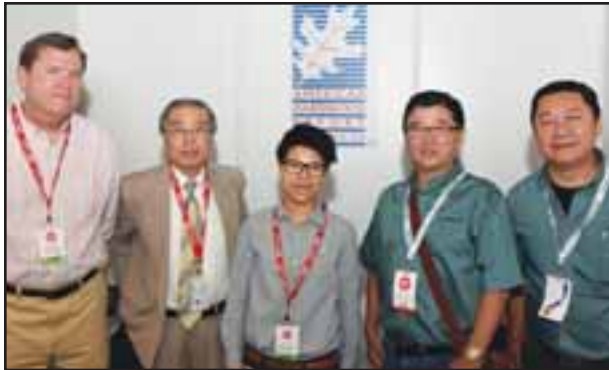
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# Malaysia, Thailand Shows Welcome American Hardwoods

By Michael Buckley

**Kuala Lumpur**—It was a very slow start here and in Bangkok for the annual round of international furniture shows in Southeast Asia this



Joseph Phaneuf, executive director Northeastern Loggers Association, Old Forge, NY; John Chan, AHEC, regional director Southeast Asia; Rita Mak, AHEC, Southeast Asia; and Messrs. Tan and Won, Robinson Lumber Co. Inc., New Orleans, LA at the recent Export Furniture Fair in Malaysia.

year. At the Malaysia International Furniture Fair (MIFF) and the Export Furniture Fair (EFE), despite the organizer's claims of increased exhibitor numbers, there was general agreement that the visitor traffic was very slow, but those who came were buying. The Thai International Furniture Fair (TIFF) was even quieter, but nevertheless impressive.

John Chan, the American Hardwood Export Council (AHEC) director for Southeast Asia and Greater China, fielded a strong team from the AHEC Hong Kong office, supported by Joseph Phaneuf of the Northeastern Loggers' Association, Old Forge, NY. Malaysia is one of the top 10 furni-



John Chan, AHEC, Southeast Asia; and Jerry Tan, secretary general of ASEAN Furniture Industries Council at the Malaysia International Furniture Fair.

Tulipwood lumber imported, demonstrating a growing awareness of the suitability of this American species for Malaysian furniture manufacturers. The Thai volume of imported U.S. species was stable with a 10 percent increase in value overall.

Politics are very complex in Malaysia so that traditionally AHEC has maintained relationships with many government and quasi-government organizations to ensure smooth entry and acceptance of hardwood from the U.S. Recently two key associations were merged to form the new Malaysian Furniture Council with whom AHEC met at the 2015 shows. The industry there is being urged to embrace technology, higher value materials and improved designs to

ture exporters in the world and was the number two importer in ASEAN (SE Asia) of American hardwood lumber by value in 2014, closely followed by Thailand. The Malaysian industry requires American species for the export markets, to which it sells in the U.S., Japan, United Kingdom and the Middle East. Last year Malaysia saw a 50 percent increase in value and 32 percent increase in volume of American

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Visiting the Thai International Furniture Fair are: (from left) Maitri Prasertchang, Asia Dynamics Global Co. Ltd., Bangkok, Thailand; Dr. Casey Loo, APS Media Group, Singapore; and An Di Nguyen, president of the Softwood Export Council.

meet the government's target of doubling the value of Malaysian wood furniture exports over the next five years.

American hardwoods were not promoted this year at TIFF, but one is tempted to say that it was no problem with so many exhibitors showing furniture in American White Oak, Ash, Maple and Walnut in abundance. Designs and quality were impressive and business not bad considering the political and resultant economic situation in Thailand, which is becoming a supply hub for growing regional ASEAN markets in Laos, Cambodia, Myanmar and Vietnam.

At the start of the 4th "Singaplural" design festival week, organized by the Singapore Furniture Industries Council, AHEC was recognized as a key sponsor at the opening ceremony. Attending this hotbed of creative energy were Alice Chai-Kwek and Ira Sugita from the U.S. Department of Agriculture at the U.S. Embassy in Singapore. The evening included John Chan, AHEC's Regional Director with Sharon Shek from Hong Kong and Michael Buckley and Philippa Dudman from Turnstone Singapore, PR consultants to AHEC for SE Asia. Later in March the furniture shows in Singapore, Indonesia and Vietnam take place before two bigger shows in China — a busy time for the furniture trade in Asia. ■



INTER-INDUSTRY HOCKEY PHOTOS



The 17th annual hockey game, played at the Complexe Sportif Bell in Broussard, and in conjunction with the recent Canadian Hardwood Bureau (CHB) meeting, held in Montreal, QC, ended in a 9-9 tie after two hours of play. The Sècheir MEC team consisted of: (Front row, from left) Dave Williams, Champlain Hardwoods Inc., Essex Junction, VT; Denis Daviault, Bois PBF, Prévot, QC; Marc Legros, Prolam, Cap Saint-Ignace, QC; Mario Brunet, Peladeau Lumber, Laval, QC; Darren Lindsay, Empire Forest Products, Burlington, ON; Peter McCarty, PHL, Saint-Ephrem-de-Beauce, QC; and Serge Noel, PG Model, Saint-Edouard-de-Lotbiniere, QC; and (Back row, from left) Patrice Carrier, HUB International Ltée, Montréal, QC; Patrick Gagner, Primewood Lumber Inc., Drummondville, QC; Dany Houde, PG Model, Saint-Edouard-de-Lotbiniere, QC; Jean Francois Audet, Primewood Lumber Inc., Drummondville, QC; Brin Langmuir, Falcon Lumber Ltd., Toronto, ON; Brent Stief, Huron Forest Products, Alliston, ON; and Christian Pelegri, Peter Giannoumes and Lloyd Lovett, King City/ Northway Forwarding Ltd., Montreal, QC



King City/Northway Forwarding Ltd. members include: (Front, kneeling) Jean Francois Dion, Scierie Dion & Fils, Saint-Raymond, QC; Denis Maheux, Arctic Traveler Ltd., Drummondville, QC; (Front row, from left to right): Frederic Malo, Armand Malo & Fils, Ste. Melanie, QC; Martin Boutet, LCN Pallet, Saint-Felix-de-Kingsey, QC; Martin Vaillancourt, USNR, Plessisville, QC; Vincent Caron, Groupe Savoie Inc., Saint-Quentin, NB; Eric Vigneault, Vexco Inc., Plessisville, QC; Michel Berard, King City/Northway Forwarding Ltd., Montreal, QC; Jean Paul Lupien, MKM QC Inc., Repentigny, QC; Alain Beaudoin, Bois Laurentin, Laval, QC; (Back row, from left) Christian Trottier, Excavation Lionel Deshaie, Trois Riviere, QC; Francois Bouchard, Goodfellow Inc., Delson, QC; Jean Rodrigue, MKM QC Inc., Saint-Quentin, NB; Jean Marc Ferland, Bois Mirabel, Boucherville, QC; and Jason Somer, Groupe Savoie, Saint-Quentin, NB

WWPA – Continued from page 1

try is comparable to last year, it “feels stronger,” said Binam. “Home construction and economic growth move together pretty much. We had a deep recession and a housing depression. It looks very likely that home construction will pick up again.”

• Employment is growing. Binam noted that 260,000 jobs per month on average are being added and, for three consecutive months, over 300,000 new jobs per month have been added.

• Home repairs and remodeling are on the upswing. Binam quoted BuildFax, which stated, “Residential remodels authorized by building permits were up 19 percent in December 2014, and up 15 percent compared to December 2013.” Binam further stated to expect increased activity in repairs and remodeling as the economy improves and home prices rise. He predicts this segment will remain the largest lumber market until at least 2017.

• By 2017, Binam projects that new home construction will regain the Number One position in regard to U.S. lumber demand over remodeling. He projects that over 52 billion board feet will be needed in 2017 to supply demand from home builders.

• Lumber prices will rise over the next two years. Reasons why this will occur include a log shortage in British Columbia with more lumber exports to China; the rebound of the U.S. housing markets; and an anticipated spike in Western log prices.

• Top exporters of softwood logs and lumber to China include New Zealand and Russia. The U.S. is fourth in this category. Binam said that U.S. log exports are down al-

Continued on page 16





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most 90 percent, as of this meeting of the WWPA.

Binam’s presentation was followed by a Market Services/Export presentation. Laurie Creech, of Simpson Lumber, and Frank Stewart, of WWPA, guided the presentation and introduced the first speaker, Cees de Jager, chief marketing officer with the Softwood Lumber Board. His presentation covered various aspects pertaining to exports, and the challenges ahead for the wood industry. He noted that wood substitutes comprise one of those challenges, especially in regard to deck frame construction. He also addressed building code changes and how they impact lumber consumption, and posed the question: “how do we get everyone into green lumber,” which could help wood users and wood providers.

De Jager added, “We need partners within the wood business – fasteners, chemical companies, etc. People like wood, but design standards and information on how to build a safe deck, for example, are all key elements and that is why contractor engagement is important.”

WWPA’s engineer, Kevin Cheung, addressed attendees about the new “Korean Grade,” now implemented in Korea and its challenges. He added that WWPA is attempting to raise a white paper to heighten the organization’s concerns to regain recognition of U.S. Grade and Design Value.

He further addressed the issue of complying with OSHA and wood dust compliance, which is a separate issue from boiler ash.

Also addressing the attendees was Di Nguyen, executive director of the

Softwood Export Council (SEC). Nguyen spoke about SEC membership benefits and shared details about the various overseas trade shows attended by the organization. “We’re looking more into South America and the Middle East markets for 2016,” Nguyen said, “and we are working on the code issues with South Korea now.” He added that China is a huge market with important trade shows approaching, and SEC plans to host a remodeling seminar at a trade show in Japan.

After the export meetings concluded, WWPA attendees had the option to attend a Quality Standards/Technical Meeting. Among topics discussed were security of grade stamps, product standards, changes in grading rules, tests administered to candidates interested in becoming lumber graders, and “High Q” certification for graders, to promote consistent quality control.

Afternoon session of the WWPA event included a speakers forum, which was hosted by Dr. Phillip Tedder, of Resource Economics LLC, Paul Jannke, of Forest Economic Advisors LLC, Kevin Mason, of Equity Research Associates and Zoltan Van Heyningen.

The Chairman’s Reception and Exchange Show concluded the meeting. Recipients of the 2015 Master Lumberman Awards Program, which is presented to outstanding lumbermen who have demonstrated knowledge, competence and dedication in fostering the principles of quality lumber manufacture, were recognized at the WWPA meeting. They included: Keith Anyan, Donald Larson and Jerry Lawson, all with WWPA, Portland, OR; Steven Daniels, Hampton Lumber Mills, Warrenton, OR; Richard Eveland, Vaagen Bros. Ltd., Colville, WA; Rick Hicks, Stimson

Lumber Co., Clatskanie, OR; Tom Laud, Stimson Lumber Co., Plummer, ID; Dan Maynard, Malheur Lumber Co., John Day, OR; and William Neal, Idaho Forest Group, Athol, ID.

For more information, visit [www.wwpa.org](http://www.wwpa.org). ■

**Wood trends**

Once again Oak and Walnut dominated the look. Almost all the Walnut is American in origin, but in contrast, most of the Oak (by far the greater volume) is European. Many producers in Central Europe have easy access to European Oak supplies and can utilize relatively low grades and short specifications, which can be sourced competitively. There is an increasing trend towards the “rustic” look, especially in Oak, which also favors European. A number of brands were promoting waney edged wide board tabletops. Solid wood is in vogue and there appeared to be less veneer used than in the past.

There was a bit of Ash (mostly European) on display and a few companies promoting American Elm. Both these timbers have potential to be more widely used, and one manufacturer explained that the strong grain of Ash and Elm, even including some knots and color variation, is part of the current fashion. The smoother, cleaner grain and texture of Maple and Cherry is less favorable. In fact, there was not a lot of Cherry on show and one producer offering tables in a range of species said that Cherry sales had been low for some time and that their customers were telling them it was too red for current taste. There

Continued on page 17

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was a bit more Maple, but mostly clean with white finishes as a foil to the dark Walnut and rustic Oak.

Considering this is the shop window for high-end commercial furniture being sold in Europe, there was a surprising lack of strong environmental messages and branding, and no evidence that manufacturers are using LCA yet to promote the use of solid wood to their customers. Although one Italian producer told AHEC they were looking into this as a future marketing tool, and also because it fits well with the environmental ethics of their company.

The only tropical wood on display was in the international section and mainly in the Indonesian pavilion. There was some American Beech, mostly for chairs and table legs, but no real evidence of it being used for the large visual surfaces of table tops and cabinet doors.

In the Kitchen show, it was much the same story with a lot of Oak and some Walnut. Italian producer RIVA 1920 displayed a kitchen in American Cherry, which they first produced 10 years ago. However, this was more about showing how it is made mostly in solid wood rather than any real attempt to present Cherry as a new look.

AHEC hopes to generate much needed publicity for Maple and Cherry through a series of projects, including Wallpaper Handmade exhibition in Milan in April and Clerkenwell Design Week in London in May. Follow AHEC's project news at [www.americanhardwood.org](http://www.americanhardwood.org) and on twitter @ahec\_europ

#### Flooring

The trend for American Oak continues as European consumption falters.

Visiting the annual "Domotex" flooring show in Hanover was an opportunity to talk to producers and assess trends. Throughout the two halls dedicated to wooden and some laminated flooring, the mood was generally upbeat as far as overall trade is concerned. But sales in Europe are not improving much in what is a competitive marketplace. Many of the European flooring brands sell all over the world and this diversity is helping at a time when Europe's economy, especially in the Eurozone, remains fragile.

For most exhibitors at Domotex, Oak accounts for 80 to 90 percent of their product sales, in various colors and stages of distress. The "rustic" Oak look is still in fashion, and European Oak is the preferred supply as lower grades and shorter lengths can be sourced competitively from European sawmills. Where American White Oak is used, the products tend to be aimed at the architectural sector, where clearer grades and wider specifications can be sold at premium prices. The trend of dark "smoked" Oak was also evident on almost all of the stands. This effect is achieved by exposing the Oak to ammonia. The chemical reacts with the natural tannin in the timber to produce a darker color. AHEC has learned by talking to manufacturers that this darkening effect does not work as well with American White Oak because of its lower natural tannin

content.

Most exhibitors reported good availability for European Oak, although one company reported that the price of his Oak supplies had risen three times last year. Two exhibitors had moved production to Hungary and Croatia to be nearer to the source of raw material. Croatia had a strong presence, with some producers also offering thermally modified hardwood flooring. One company had installed two TMT kilns five years ago to produce decking mainly in Ash, but are now producing 5mm top layers for the engineered flooring market, mostly in Ash, but also some Beech and Oak. A number of other producers from Sweden and Poland were also presenting TMT flooring again, mainly in Ash.

Amongst the other European nations present, Italy had a strong presence with probably the top ten manufacturers. All were offering American Walnut. One Italian company, because of the depressed state of the home market, is looking to try to increase exports to China for better margins. This company also had American Red Elm on show.

The Chinese producers were mainly offering composite decking products for outdoor use. Two of the Chinese companies exhibiting flooring said that they were using lower grades of American Oak. One Chinese company was exhibiting on the NWFA pavilion alongside an AHEC member that provides them with a considerable supply of hardwood, mostly Oak but also Maple, Cherry and Hickory in all grades.

So Oak continues to dominate. However one experienced flooring producer thinks that Oak might have reached its zenith and that the market will change in the next five years to look for cleaner lighter timber species, bringing Maple and Cherry back into the fore. ■



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the CHB again organized this event to provide those in the Hardwood business with the opportunity to get together, learn and network during the traditional February period. The Ice Breaker Party was the key networking opportunity and was again sponsored this year by HUB International Quebec Ltee. The other key sponsors this year were the Ontario Ministry of Natural Resources and Forestry and U•C Coatings.

The meeting featured four strong speakers, including Maxim Armstrong, Senior Economist, The Conference Board of Canada; Iain Macdonald, Centre for Advanced Wood Processing, UBC; Judd Johnson, Editor, Hardwood Market Report and Pierre Richard, President and CEO, Quebec Furniture Manufacturers' Association.

The event also featured the annual Industry Hockey Game. The CHB extended thanks to Jean Paul Lupien for organizing another outstanding hockey event.

The next CHB meeting will be held on Friday, October 9, 2015, at the National Hardwood Lumber Association Convention in Nashville, TN. ■

(R-WY) have reintroduced their wildfire funding bill, which requires the Forest Service and Interior Department to budget for the total, improved 10-year average firefighting costs. Any suppression spending over that amount would be eligible for emergency disaster spending. In addition,

the bill also has a forest management title that would direct the Forest Service to treat 7.5 million acres mechanically during the next 15 years to help reduce the wildfire risk.

Additionally, in order to access the emergency suppression, spending \$90 million would be required to be added to the Forest Service hazardous fuels program to further reduce fire risk.

U.S. Forest Service Releases Final Land Management Planning

The U.S. Forest Service recently announced availability of final planning directives, a key set of agency guidance documents that directs land managers' implementation of the 2012 Planning Rule. A product of significant public input, this new framework guides development of land management plans that ensure sustainable ecosystems and promote vibrant communities.

Public input into both the proposed planning directives and 2013 planning rule played a critical role in helping the agency design an approach to planning that is adaptive and effective. The agency sought public comment on proposed planning directives in February, 2013. Over 16,000 comments representing diverse communities and interests from across the country shaped the final planning directives. In addition to the public comments, detailed recommendations from the Federal Advisory Committee Act (FACA Committee) formed by the Secretary of Agriculture are reflected in the directives.

"I extend my gratitude to the FACA Committee, whose input and recommendations are strongly reflected in the final planning directives," said Forest Service Chief Tom Tidwell. "I also thank the many thousands

of citizens who provided comment and are working locally with forests to implement the 2012 Planning Rule. This was a true collaborative endeavor."

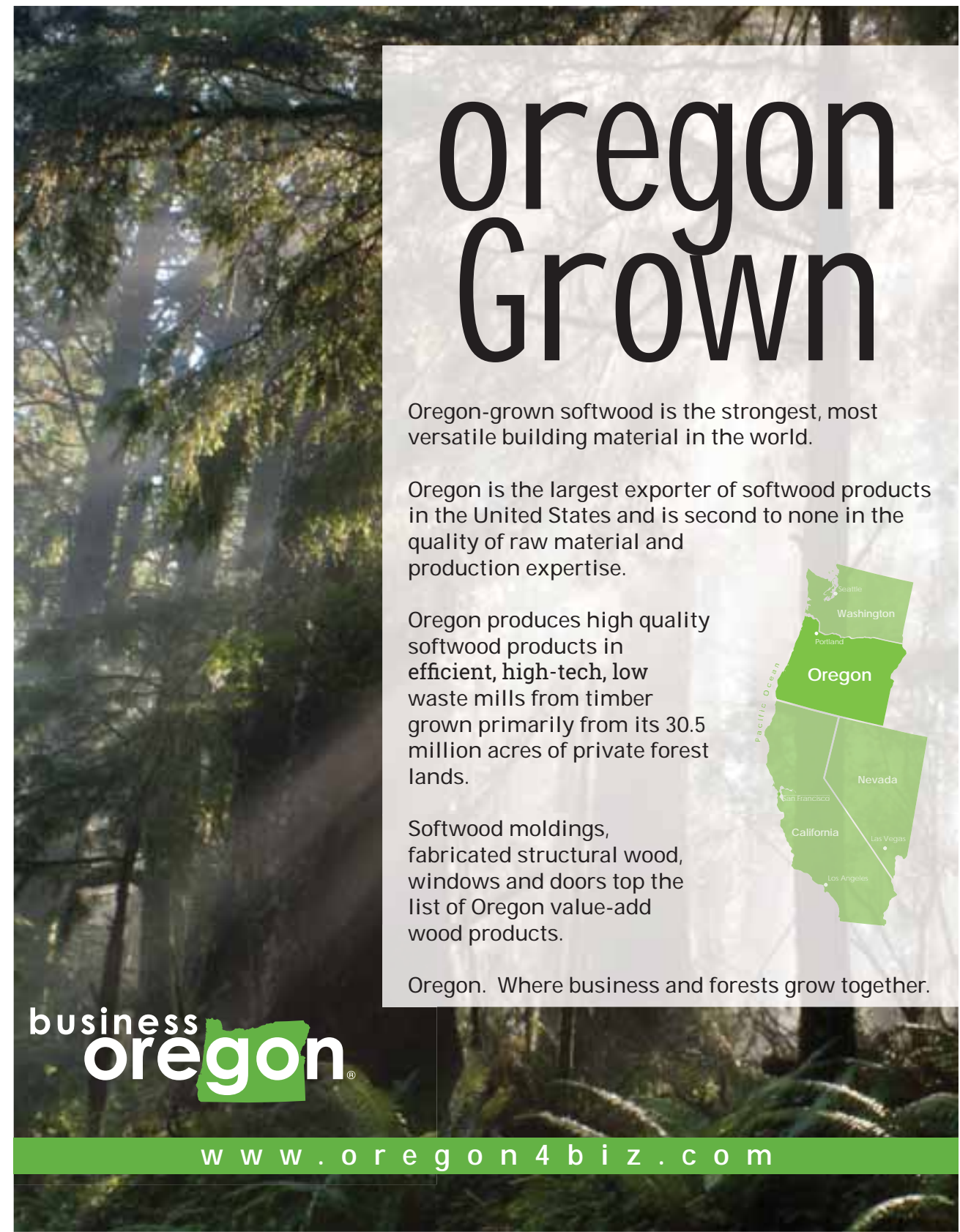
For more information visit [www.fs.fed.us](http://www.fs.fed.us).

Washington DNR State Lands Update

The Washington State Department of Natural Resources (DNR) is continuing its work on the Long Term Conservation Strategy (LTCS) for the Marbled Murrelet. A requirement of the Department, the LTCS will serve to guide uplands' conservation strategies for Trust Land management.

Currently staff has been providing updates to the Board of Natural Resources on the Analysis Framework to be used in the development of the LTCS. The intent of the Analysis Framework is to provide qualitative science based methods for analysis of the alternatives to be developed and analyzed as part of the LTCS process.

DNR timber sale program continues to provide revenue to the Trust Beneficiaries, for whom the land is managed. In the recently released Fiscal Year 2014 Annual Report, the DNR timber sale program contributed \$52.8 million to county budgets and \$71.4 million to the Common School Construction Fund (CSCF). More than half of the CSCF revenue (\$39.2 million) came through the Trust Land Transfer Program. ■



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#### WHO'S WHO – Summerlin – Continued from page 2

volved with this new team.

Summerlin started his career in the lumber industry as a cabinet designer while attending college. He received an engineering degree from Ohio University, Athens, OH, and an architectural degree from Georgia Tech, Atlanta, GA.

Summerlin spends his leisure time hiking, which includes climbing Mt. Kilimanjaro at age 60, Mt. Whitney at 65 and the Chilkoot Trail (Klondike Gold Rush) at 70. He also values spending time with his family, which includes his wife of 39 years, Dawn, two daughters and five grandchildren. For more information visit [www.roblumco.com](http://www.roblumco.com). ■

#### WHO'S WHO – Teach – Continued from page 2

The company is a member of the National Hardwood Lumber Association, Indiana Hardwood Lumbermen's Association, American Walnut Manufacturers Association, and Appalachian Hardwood Manufacturers Inc. For more information visit [www.missouriwalnut.com](http://www.missouriwalnut.com). ■

#### WHO'S WHO – Jamieson – Continued from page 2

on the board of directors for the Pellet Fuels Institute.

Jamieson was involved with the Boy Scouts of America for years. He has two sons. For more information visit [www.somersetwood.com](http://www.somersetwood.com). ■

#### AHEC NEWS – Continued from page 2

Cox conceived the project and led by his growing passion for Life Cycle Assessment (LCA), took it to AHEC as a proposal. He asked Bacon, whose poetic willow sculptures he has always admired, to join him for the project.

The Maple and Cherry used in the project have been crafted into an elliptical-shape frame that showcases craftsmanship and cabinetry on a grand scale with huge arcs of steam bent wood, hand jointed together in mostly glue-less draw-bore mortice and tenon joints.

Environmental considerations are part of the project. American hardwood forests are sustainably managed. Furthermore, for several years now, AHEC has invested in environmental profiling in the form of environmental Life Cycle Assessment (LCA) of its projects through independent experts, the Germany-based company PE International. The Invisible Store of Happiness will also be profiled, using the latest LCA modelling techniques.

Venables said, "The fact that we can collect data and mathematically model wooden products is as important as the numbers themselves. It shows industry what is possible and alerts the design community as to what is around the corner. I can envisage a time in the not-too-distant future when products will be required to carry an environmental rating based on scientific life cycle."

American hardwoods have a low impact on the environment at all stages of their life cycle right from the point of extraction. Forest

management in the sector is not intensive, one outcome of the fact that most American hardwood forests are owned and managed by individuals, families, or small companies rather than large timber corporations. Forest holdings are relatively small, mostly under 10 hectares, limiting the size of harvesting operations.

The primary motivation for owning the land is usually not timber production or economics, but simply the enjoyment of forest ownership. Because timber production and economic return to shareholders are not primary objectives, the owners of American hardwood forests tend to manage less aggressively and to grow their forests on longer rotations. Selection harvesting is typical, involving removal of only a few trees per hectare, rather than clear-felling. After harvesting, forest owners usually rely on natural regeneration, which is abundant in the deep fertile forest soils of the United States. There is little need or incentive for addition of chemical fertilizers. No non-native "exotic" or genetically modified species are used. ■

#### IWPA NEWS – Continued from page 3

Rather than being defensive, take this as an opportunity to review your procedures and differentiate yourself from your competitors.

Long before the national media expressed an interest in this matter, IWPA was providing resources on CARB compliance. IWPA staff travelled to California to participate in CARB's Public Meetings on amendments to the formaldehyde ATCM. CARB and U.S. Environmental

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IWPA NEWS – Continued from page 19

Protection Agency (EPA) staff joined us at our 2013 World of Wood Annual Convention to update attendees about revisions to the CARB standard and the pending EPA rule. In recent months, CARB has agreed to work with IWPA as we develop guidance for importers.

In the meantime, we are waiting to see what form the final rule implementing the Formaldehyde Emission Standards for Composite Wood Products Act will take when EPA issues it later this year. As with the CARB standard, IWPA has been active in the public comment process, both on its own and as a member of the Federal Wood Industry Coalition. All companies will have to put in place new procedures when these new rules are issued.

Successful businesses see opportunities where others only see risk. By putting the procedures and systems in place that ensure compliance, and effectively communicating that you stand behind the safety of your products, you can rest easier knowing you have met your customers' highest expectations. ■

GOODFELLOW – Continued from page 4

Recently retired, Richard Goodfellow served as president and CEO of the company for more than 25 years. In 1990, Richard Goodfellow moved the company to Delson, QC, and grew it to over \$500 million in

sales today. Patrick Goodfellow, fifth generation and current company vice president, explained, "By moving the company from Montreal, QC, to a 6 million-square-foot property in Delson, QC, it grew in leaps and bounds with a vast number of products. The company went from a \$100 million business to a \$500 million operation in a 20-year period."

With its headquarters in Delson on Montreal's South Shore serving as a central hub, the company has manufacturing facilities in Drummondville, Trois-Rivieres, and Mont-Tremblant, QC. Each facility has its own regional green supply. Delson is only 40 miles from the border, so the kilns get a lot of lumber from upstate New York and New England. The Trois-Rivieres is closer to Quebec City and it gets a lot of that localized production from Eastern Quebec and the Maritime provinces.

Drummondville is a specialty facility that procures thick Walnut, along with thick Red and White Oak. More than 80 percent of this facility's production is specified for the export market. With 6 million board feet of kiln capacity, Goodfellow is poised to grow its Hardwood business further in coming years.

Goodfellow carries an average of 20 million board feet of Northern Hardwoods and exotics continuously.

With a yard-based team of technical specialists, Goodfellow's goal is to offer not only quality products, but to add solutions. The operation employs a total of 750 people. "Procurement is key for us and we have a team of four people procuring, including myself. I stay involved in procurement because I enjoy it and I enjoy the relationships with the sawmills. We have people assigned to each facility and their mandate is to fill the facility with market specific product. One facility may be strictly focused on 4/4 Maple and 4/4 Birch, while another, such as Drum-

mondville, is more complex, procuring enough Walnut, Red Oak, Hickory and thicker White Oak to fill the 20 available kilns there."

Francois Bouchard is the chief green purchaser. On the international sales side, Zhili Cheng handles Goodfellow's Asian markets; Jean Knittel handles the European and Middle Eastern markets. Goodfellow markets to 35 countries currently with a goal of reaching 50 near-term.

The company has 15 to 20 graders on staff who are specialized on large-scale production for 60-bin sorters at various facilities.

He explained, "Our core production is to feed first and foremost our internal distribution network, which is 15 branches from coast to coast. Those branches target end users and manufacturers. Our strategy outside of Canada is generally to distributors, which are well entrenched in their markets across the United States and abroad. So we ship lumber in mixed containers all over the U.S. to distributors who have their niche markets in various cities. The trend has changed a lot in the last two years in specific markets. There is no specific preference in terms of species. The variety of demand is huge and so our business has gravitated to offering a greater variety of specialty Hardwoods."

Purchasing 70 percent green Hardwood lumber, Goodfellow procures the remaining 30 percent in "spot" kiln-dried items. "The bulk of what we buy are specialty Hardwoods and the rest are items such as kiln-dried Poplar or width sorted lumber, and basically products that we have trouble maintaining inventory of due to high demand."

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